



## Sharing your Success: Telling Your Preservation Week Story

Memories and treasures should last a lifetime and be passed on to future generations. Preservation Week inspires actions to preserve personal, family and community collections, in addition to library, museum and archive collections. It also raises awareness of the role libraries, archives, museums, and other cultural institutions can play in providing good preservation information. Local institutions are asked to do one thing in their communities to celebrate Preservation Week, even if the action or activity is small.

Even if you choose a simple, quick activity, collecting answers to a few questions can make the difference between interesting the media, showing your success in a concrete way, and answering questions about the value of a program or other activity. The questions can provide you with concrete things to share about your organization's programs or other activities. Of course you'll know some kinds of information you want, but you may find other valuable information just by reading your users' comments on a quick "Tell Us What You Thought of Our Program" form. Believe it or not, this is evaluation—it doesn't have to be extensive or time-consuming.

Below are some standard items of information you may find useful for telling people about your program after it's held. It's all available from records most organizations usually make (e.g. sign in, registration, gate count, seats filled or unfilled, etc.; where any funding came from; partners...) combined with a few questions to your users or visitors. Here's one example.

<p><b>Session Title:</b> Preserving Family Photos</p> <p><b>Ticket to Leave:</b> Please answer the following questions before you leave.</p> <p>List three tips from this session that you might use:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>What did you like best about this program?</p> <p>_____</p> <p>_____</p> <p>How would you improve this program?</p> <p>_____</p> <p>_____</p>
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The most-time consuming part might be creating a paper table with columns for tick marks for things you want to count, or a computer spreadsheet to record the same information and add it up for you. It's worth the time to help you tell a compelling program story. See the reverse of this sheet for things you might want to report, and easy sources of the information.

Note that events, programs, and other kinds of activities differ, and different questions might be useful to answer and report. Program is the term used below, but it can stand for any special service, or any routine service adapted for Preservation Week or another theme.

Preservation Week is an initiative of the Association for Library Collections and Technical Services (ALCTS), a division of the American Library Association (ALA) and other founding collaborators.

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## Information for Reporting

Information	How it's Useful	Possible Source
	You can choose to report some of this information and not to report other items. All items are useful for future decisions.	
How many people participated?	Shows how much the program interested your community; shows who in the community was most interested (or was available) when you held the program or event. Zip codes can show how far participants traveled, and may help you roughly estimate which segments of your community participated. They might tell you if a new segment participated. It can be useful to compare participation to that for previous programs.	As appropriate for the program, and your normal procedures: sign-in sheets (ask for ages and/or zip code, not names), gate count, registrations, count of seats filled or unfilled (you know how many seats your venue has).
Who were your partners? What did they provide? Was this your first partnership together?	Shows who your organization is connected to; shows possible future partners; shows the value of the partnership (funds, assistance, audience reach, venue, etc.); shows whether this would be a good future partner for a similar or different program.	Personal knowledge of staff; records of the partnership or agreement.
How did you get the word out about your program?	Shows who probably saw your poster, Web calendar, or other "advertisement." Combined with how many participated, who participated, and when and where you offered the program, this can show if your strategy was probably successful, or might be improved.	Personal knowledge of staff combined with your brief questionnaire. If you really want to know what worked, add a question: How did you hear about this program?
How did participants like the program?	What were the most enjoyable or useful parts of the program? This information can help you make future programs stronger and/or more enjoyable.	Brief questionnaire. Look for patterns and especially interesting answers—there will always be some of both. You can usually ignore answers like "the food" unless that was an important draw.
What were participant suggestions for improvement?	This information can give you practical ideas to make a future program stronger and/or more enjoyable.	Questionnaire, see above.
What was the impact of the program?	What did participants learn from the program? What will they do differently or better because you offered the program and they participated? This should be the core of your reporting, because it's usually the most interesting information to those outside your organization.	Questionnaire, see above.
Did new users participate?	If one of your goals was to attract new users (e.g. by age, community segment), you'll want to know if you did.	Questionnaire. Add a question: Was this your first visit to a program offered by our organization? Or: How often do you usually come to our organization? (circle: never, weekly, monthly, annually, every few years)

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